

A MERRY CHRISTMAS EVERYONE!



THE Carmel Valley Sun

SINGLE COPY 15c

CARMEL VALLEY, CALIFORNIA

THURSDAY, DECEMBER 17, 1959

VOL. I NO. 9

Valley Artists Decorate the Sun For Christmas

Throughout the pages of this Christmas issue you will see the Christmas cards of some very famous people who live and work among us. Artists who have been "at it" for years and also fresh new talent published for the first time.

Bob Barnes, who does "The Better Half" and "Laugh of the Week"; Diana Edgemon representing the Tularcitos School children; Al Parker, of so much illustrating fame and talent we could not begin to tell it; Ann Rugh, wife of Eugene Baker, who does such wonderful things with paints and pen and ink; Marlinde von Ruhs, our vibrant, tiny mite of an artist, who is now away receiving heaps of applause for her "one man" show in La Jolla; and Eleanore Welborn, who owns a wonderful ceramic shop and still has time to do her intricately rich paintings and gold leaf work.

Each artist has donated his efforts so that this first Christmas issue of the Carmel Valley Sun will be one you'd like to keep or send on to your friends.

The Sun says thank you and Merry Christmas to all this talent — may the new year bring you all your fondest dreams.

SANTA'S COMING

Mr. and Mrs. Santa will arrive at noon, Dec. 19, instead of 6 p.m. as previously announced in the village.

You and all the children can meet them under the Christmas tree. Fire Chief O. T. Valnizza will roar into the village with Santa atop the big red fire truck. There will be goodies for all. Wishes and gift requests can be given to Santa from the hours of noon til 3:30 p.m. Saturday. Children must be accompanied by a parent. Be there — DON'T MISS IT!



MAY THE PEACE of the Madonna shine throughout the Village and warm the hearts of you and your loved ones this Holy Season. This beautiful Madonna by D. Jay Owen of Carmel Valley is now at the Carmel Valley Art Gallery, where everyone may see it every day, and be reminded of the Joys of Freedom and Christianity throughout the year!

(Photos by E. M. Graham)

It's Historical . . . You Can Always Depend Upon Old Sol in Carmel Valley

Once the land of historic Indians and colorful Spanish Dons, Carmel Valley is now the ideal place for happy country living and joyful retirement.

Noted for its year around sunshine, Carmel Valley is famous as one of California's most outstanding playground and resort areas.

Fertile soil, rolling acres of grazing land, geometric pear orchards, lacy artichoke fields, wooded hills and lovely canyons achieve a rustic appeal that tempts the most casual visitor to return to "settle down."

Carmel Valley has a quaint country Village where the stores are decorated with whimsical murals . . . and in the heart of the Village is an interesting art gallery and a country post office where folks trade news and talk about their crops, gardens and livestock.

The Valley, long the home of the farmer and rancher, is gradually changing. The pear orchards that once shipped carloads of pears to Europe a generation or so ago are being torn down and subdivided; the acres of artichokes at the Valley's mouth are dwindling, and many of the smaller ranches are ranches no longer. The newcomers to the Valley are building homes — they have reached their rainbow's end.

Many of the homes are of adobe, continuing a pattern set long ago by the Spaniards, Mexicans and Indians, when adobe bricks were made and used in the construction of missions, homes and other buildings. Some of them are still standing, testifying to the sturdiness of the adobe.

Our Valley in the Sun is located 125 miles south of San Francisco, nestling along the Carmel River which empties into the Pacific Ocean just south of Car-

mel. Rarely does the coast fog penetrate far up the Valley, with the Village considered as 98% sunshine. The summer temperature averages 74.5 degrees maximum, winter months 61 degrees maximum. Rainfall varies considerably, with most of the heavy rains during February and through April. The average rainfall at the Village is about 20 inches.

World famous golf courses lie within 20 minutes of the Village. Sport car races are held nearby twice a year. Excellent roads and scenic beauty make the region a sightseer's paradise. The sportsman, too, will find a challenge in the deep sea fishing in Monterey Bay and the deer and wild boar hunting in the Santa Lucia mountains.

You are invited to write the Carmel Valley Chamber of Commerce for an illustrated brochure and further information.

Subscribe! To the Sun Before Jan. 1

The donation, subscription drive will be extended to Jan. 1, 1960. Right now the Community Chapel is way out ahead, so if you or some you know, doesn't get the Sun now, send in your subscription, and please be sure to designate which Valley fund you want your 50c to go to.

Many subscriptions have been received without a fund designated, which of course presents a problem as to the disposition of the money.

Subscribe and Help! Remember 50c of each subscription goes to help the fund of your choice!! It's not too late, do it before Jan. 1, 1960.



Carmel Valley Sun

Issued Every Other Thursday at
Carmel Valley Shopping Center
Carmel Valley, Calif.

Harry Ingraham, Editor and Publisher
Ed Graham, Staff Photographer

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March 5, 1879.

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Outside Monterey County one year 3.00

Advertising Rates Upon Request

Mele Kalikimaka

MERRY CHRISTMAS

me ka

AND A

Hauoli Makahiki Hou

HAPPY NEW YEAR

FROM HAWAII

HERB and OLLIE BROOK

LOS LAURELES LODGE

CARMEL VALLEY

GALA PARTY NEW YEAR'S EVE

OPEN TO THE PUBLIC
MAKE RESERVATIONS NOW!

• Rolin Ruggles at the Piano •

Hors' D'Oeuvres at 5 p.m. — Dinner at 8 p.m.

LOS LAURELES LODGE

CARMEL VALLEY

OL 9-2266

Letters to the Editor

Dear Carmel Valley Sun:

This is an open letter of appreciation and deep gratitude from my family and me for the prompt, efficient and professional service the Volunteer Ambulance Corps of Carmel Valley rendered us in our recent automobile accident.

While all the volunteers in our Valley rate the highest acclaim we can give, at this moment we salute the six gentlemen who reached our side in what seemed like seconds after the crash: Mr. Charles Gansel, Mr. Ray Hagan, Mr. Ed Mayfield, Mr. Chip Collins, Mr. Boyd Danielson and Chief O. T. Valnizza. No one could have asked for more or better treatment than that we received at the hands of these men. Unfortunately, we had to learn the hard way that these volunteers live with their fellow man and not in a world of their own. For this we will be forever grateful.
Al Parker and family
* * *

Dear Editor:

We regret to inform you that Dec. 30 will be the last day of business for Arena's Shoe Shop.

Those of you who have supported us, we give a great big thanks — You have been wonderful and we have really enjoyed doing business with you, but as you know, without the support of the whole community, no business, nor any community for that matter, can survive.

Gratefully yours,
Tom and Barbara Arena

MERRY
CHRISTMAS
from
CARMEL VALLEY
GARAGE
and
UZZELL'S
AUTO SERVICE



BILL LAMBERT heads the way! Hunters find that boar hunting can be a thing of "Beauty," especially if it's done on the Lambert Ranch, where 5,000 acres of natural scenery provide refuge for all kinds of wild game.
(Photos by E. M. Graham)

Fireman of Week



ED MAYFIELD, first assistant Chief of our C. V. Fire Dept., has been with the force since its inception, and is one of the five members left from the original crew of 12 years ago. His first duty with the Dept. was as the Fire Capt. He is also qualified in first aid. Ed is a building contractor—often pays his men when they are called off the job to assist the Fire Dept. Ed and his wife Ruth have two children and are both prominent in our C. V. affairs.
(Photo by E. M. Graham)

TO OUR MANY
FRIENDS



BEST
WISHES

THE
IN and OUTDOOR
SHOP

Carmel Valley,
Calif.

SHOP OUR PRE-HOLIDAY **SALE** BIGGEST SAVINGS OF THE SEASON

OPEN
SUNDAY, DEC. 20th

10 a.m. to 4 p.m.

SALE!



OPEN
MON - TUES - WED

9:30 to 9 p.m.

SALE!

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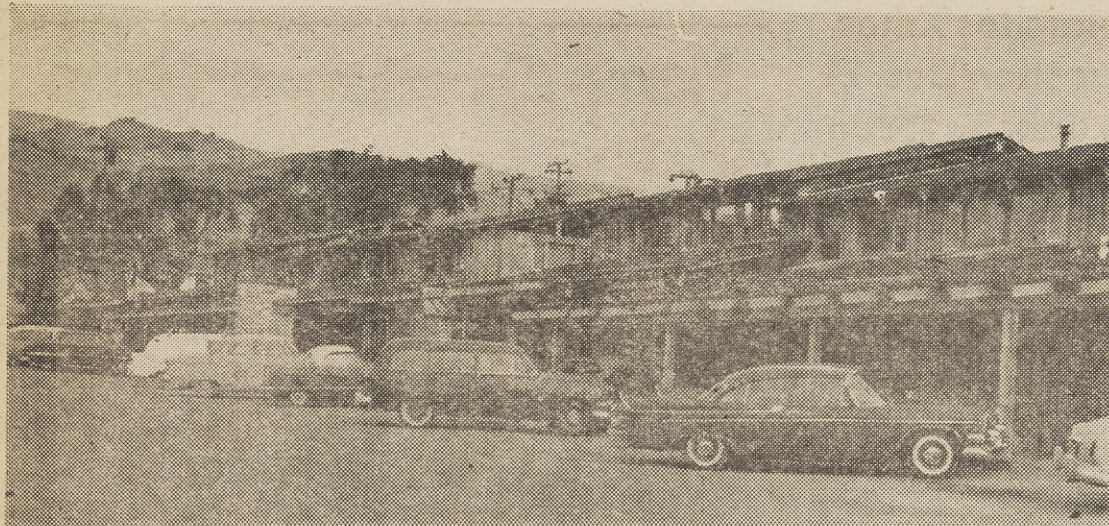
Direct Wire System
Carmel to New York

— Write to —

Drawer EE Carmel

Sixth and Dolores, Carmel

MA 4-6434



BUILT BY PAUL JONES, this attractive group of buildings houses Berg's Women's Apparel, C. V. Market, C. V. Hardware, offices of L. Allaire, Valley Center art gallery, Talbott Ties and studios of many of our Valley artists. In a build-

ing not shown is the Camera Exchange, The Pink Tree custom clothes for women, and the C. V. Sun office.

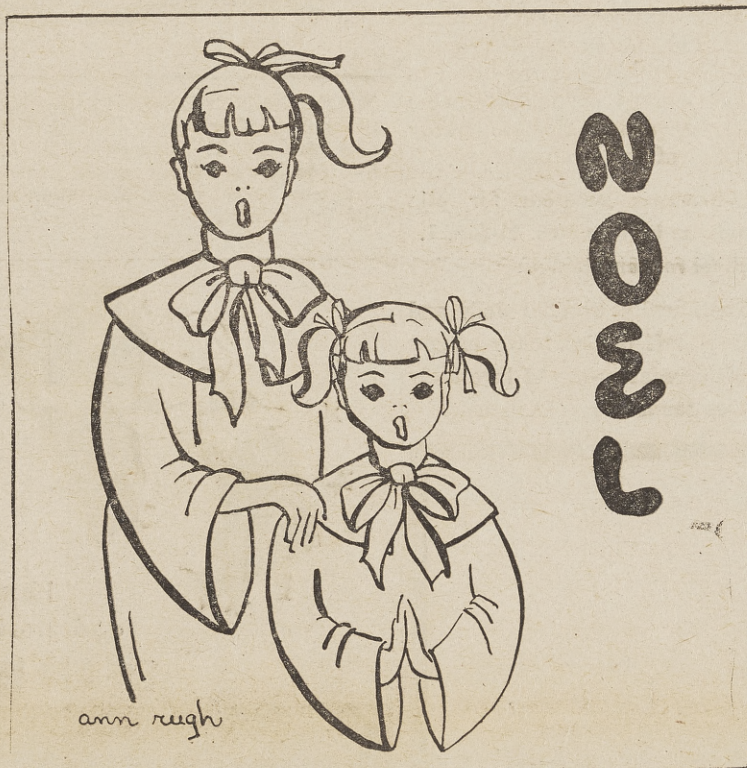
(Photo by E. M. Graham)



Season's Greetings

To all our friends for a happy holiday season.

To all our friends from the Vergas
Carmel Valley CLEANERS



SHOWN ABOVE is the Christmas card representing the fine talent of Mrs. Eugene Baker, professionally known as Ann Rugh. Ann, a busy mother of two (five-year-old Kim and 2½-year-old Kathleen) is the wife of Eugene Baker, successful artist and illustrator. The Bakers own the Valley Center Art Gallery, where Ann's paintings are on display, along with the work of other famous artists. Ann's work can also be seen at the Carmel Art Association Gallery, Art Unlimited in San Francisco, Pebble Beach Gallery and in the travelling collections of Hansen and Peterman.



SEASON'S GREETINGS
FROM
CARMEL RANCHO
INC.

The Gateway To Carmel Valley



WERMUTH --

CAL-VAN STORAGE

Vince Torres

Bob Bell

Merry Christmas

Best wishes for a joyous holiday



L. E. ALLAIRE Insurance

Carmel Valley, Calif.

Subscribe to The Carmel Valley Sun

CORONA'S MARKET and DELICATESSEN

WE DELIVER — PHONE OL 9-2104

FRI. & SAT.
Dec. 18th & 19th
TUES. & WED.
Dec. 23rd & 24th
SPECIALS

POTATOES . . 10 lb. bag 49c	PORK STEAKS . . . lb. 55c
PUMPKIN, Libby's (303 can) 2/23c	PORK ROAST—
DUNBAR COVE OYSTERS . 40c	(Boston Butts) . . . lb. 49c
OVEN QUEEN MINCE	SPARE RIBS, Fresh . . lb. 55c
or PUMPKIN PIES . each 49c	GROUND BEEF, Fresh 3 lbs. 1.19
FLAV-R-PAC — Peas, Spinach,	CHUCK STEAKS —
String Beans, Mixed Vegetables	U.S.D.A. Choice . . lb. 55c
5 cans \$1.00	-- FRESH TURKEYS --



CARMEL VALLEY REALTY CO.

5 beautiful acres of sunshine, river and towering trees. Main house has 4 bedrooms, 2 baths, lovely patio. In addition a 4-room building for guest house, rental or in connection with 1600 sq. ft. structure, suitable for research laboratory, arts and crafts center, or light manufacturing. Price, \$55,000. Terms

Phone Mayfair 4-4772



RANCHO DEL MONTE

MR. AND MRS. ARNOLD BRADLEY

Tularcitos Xmas Vacation Dec. 21 To Jan. 1, 1960

The Tularcitos annual Christmas play (really a song-fest of traditional tunes) was held Thursday evening, Dec. 18. The 70 students who participated were from the second through eighth grades, and did a really beautiful job under the excellent direction of Gene Perrine, music teacher.

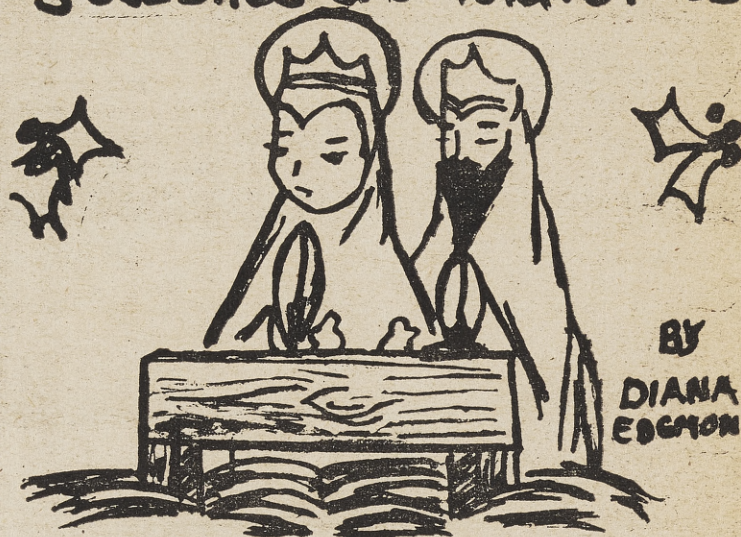
On Friday, Dec. 18, at 12:35 noon, the 60 students of Grade One, plus the 40 third and fourth grade students in the Junior Chorus, presents its annual Village Sing just east of the County Library.

In other Christmas activities, all classes have Christmas parties in their classrooms Friday afternoon, Dec. 18. Friday, too, is the last day for students to bring to school canned or non-perishable food for distribution to needy families of the Peninsula.

Christmas vacation for all students is from Dec. 21-Jan. 1. School reopens Jan. 4.

The Faculty, Student Body and Office Staff of Tularcitos extend to all persons in the Village their wishes for a Merry Christmas.

Merry Christmas from Students at Tularcitos



TULARCITOS STUDENTS say Happy Holidays to all. Artist for the school Christmas card is Diana Edgmon, daughter of Maj. and Mrs. D. T. Edgmon of 27 Via Contenta. Diana, who is in Mr. Mackey's eighth grade classroom, has been drawing since she was three years old; even her school bank account is all for art school.

(Photos by E. M. Graham)



NOEL

Here's wishing you a joyous and glorious Christmas time!

DEAN WOLTER

Stirrup Cup Cocktails



NOEL

The Christmas Bell rings out glad tidings to all our loyal friends and customers: wishing you a happy holiday.

AIRWAY MARKET

CARMEL VALLEY

JERRY and CHARLOTTE KELLEY



...To all of you whom we have so enjoyed serving: we say thanks for your patronage — And, may everything that's bright and gay, Bless your household on Christmas Day!

Carmel Valley Country Day School Forest Hill School

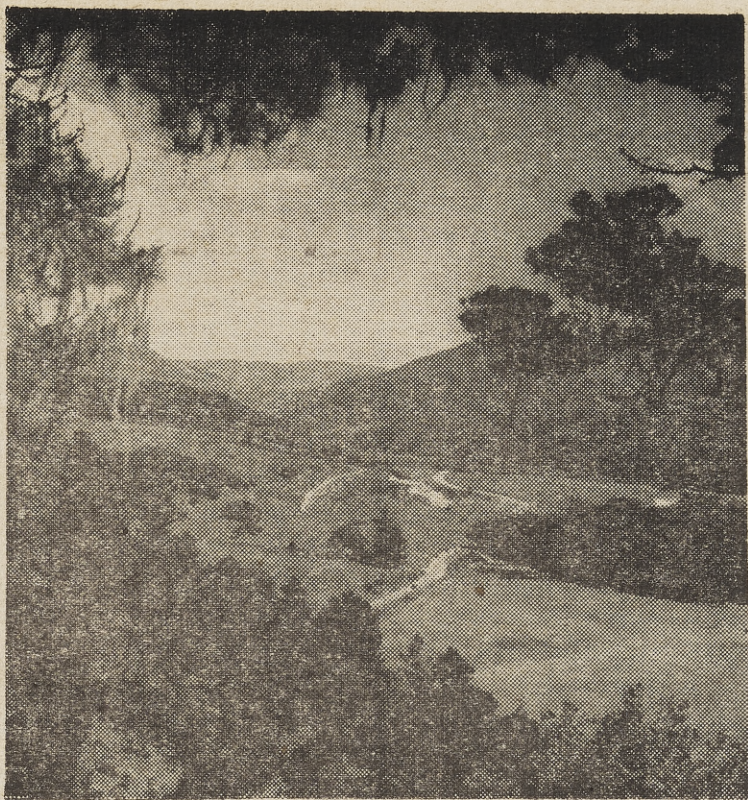
Mr. and Mrs. Jack J. Cowan

Directors



Hugo Hill

If any of you Valleyites are planning to spend a few days in San Francisco during the holidays, don't miss seeing "Ben Hur." Hugo saw a special preview of it a few weeks back, and (Gasp!) it is so good, it's almost impossible to describe. We aren't going to play it for a long-long time, but us folks in the flicker business are so proud of it, we want to tell everybody. "Ben Hur" is the biggest thing any form of entertainment has ever attempted, and succeeded, too, admirably. . . . The Boxer is friendly now. Full of the Christmas Spirit. He came around with a Yule wreath in his teeth, dropped it at our front door, and growled. But it was a friendly growl. It even had a Christmas sound to it, something like, "I'm dreaming of a white fire plug." (Excuse us, Mr. Cros-



THIS PRICELESS VIEW is only one of the many scenes that greet the eyes of visitors to Carmel Valley. Christmas in the Valley is warm and sunny. A visit to our Valley will only serve to bring you back again and again.

(Photo by George T. C. Smith)

was God, the psychiatrist ex-fellow doctor. "Why," said the claimed to his fellow head-shrinker, "It's hopeless. He's convinced to a haughty glance "Send him to he's the Lord. Hopeless." "What Hell, of course." . . . are you going to do?" asked the

Hugo Hill

SEASON'S BEST WISHES

from

SOLOMONE & HOY NURSERIES

We appreciate your patronage during our first year in business and hope to continue serving you in all the years to come!

Charles Kline, Mgr.

What's Playing At The

HILL

Theatre — Monterey
FR 5-1121

Starts Friday
Dec. 18th

"Wee Georgie"

IN COLOR
with Bill Travers
— and —
Alaistir Sim

"Green Man"

Two of the
funniest films
ever made!

Continuous Sat.-Sun. 5 p.m.

Thursday, Dec. 24

XMAS EVE!

NOTHING!!

(We're Closed)

Friday, Dec. 25

Xmas Day

Continuous from 5 p.m.

The Biggest Laugh
Of the Century

"Mouse That Roared"

IN TECHNICOLOR

STARRING

Peter Sillers
Peter Sillers
Peter Sillers
Peter Sillers
Peter Sillers
Peter Sillers

IN
6
ROLES

by.) . . . Friday, the 18th, we open with "Wee Georgie," and "The Green Man," two of the funniest British comedies put out. Bill Travers plays Georgie, and Alaistir Sim cuts up as the man in Green. Don't miss 'em . . . Tirerim Axelbender, our ancient Drama Critic, has sent us a note. It is inside a block of ice. Seems, she is spending the Yule Seasons at the North Pole, reviewing a new Polar play titled: "Blubber come back to me." (Brrrr-ouch!) . . . Thomas and Jefferson, our "arty" bird mascots, have put up a small Xmas tree in their cage. Since they are birds, they won't have

any trouble decorating the tree with "Snow flakes" . . . Sign at an Oregon drive-in theatre, playing "The Ten Commandments." "Thou Shalt Dim Thy Lights!" . . . Double bill, playing at a Southern Calif. theatre: "Unwed Mothers," "Doctor's Delemma." (This is too much) . . . Isn't that movie "Closed for Repairs" ever going to end at the Monterey Theater? . . . After interviewing a mental patient who thought he

Sun, Fun, Romance Carmel Valley,

Christmas, 1959

Dear Everyone!

We are loving this Carmel Valley. Not only is it a beautiful place, with wonderful sunny climate, but there is an aura of real romance!

Did you know that the Spanish explorer, Sebastian Vizcanino, discovered and named the Carmel Valley and river in December 1602? In the early days the San Carlos Indians roamed the pastoral fields, planted honey colored corn and hunted wild game in the oak-covered hills. Incident-

(Continued on Page 11)

◆◆◆◆◆
CENTRAL
BOX OFFICE
TICKETS
PHONE
MA4-6739
◆◆◆◆◆

YOU'LL
ROAR
AND
HOWL
AT

"THE MOUSE THAT ROARED"

Opening in a
burst of holiday
laughter on
XMAS DAY

HILL

FRONTIER
5-1121

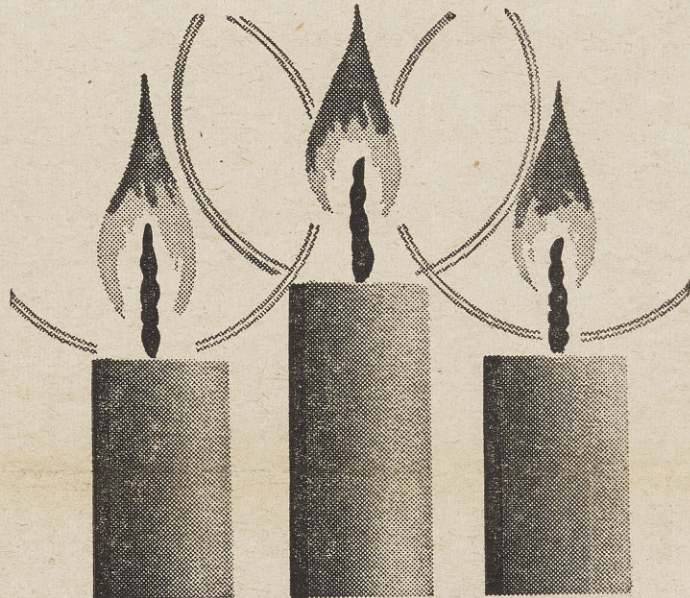
MONTEREY

T
H
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Subscribe Now! Subscribe Now!

\$2.50 per year. \$3.00 out of Monterey County
Here is my subscription to the Carmel Valley Sun
for year(s). Please donate the 50 cents of
it to Valley fund.

Name
Address
Phone



Season's Greetings

from

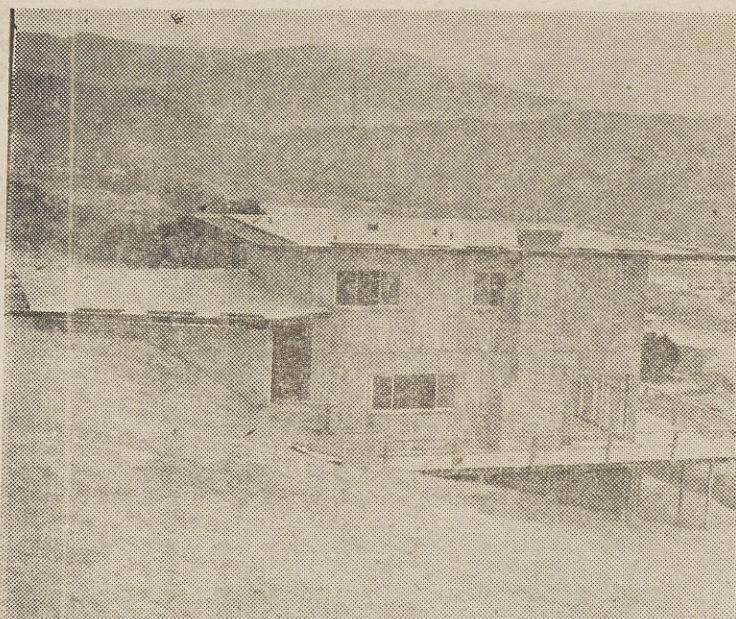
REX L. WHITE'S

PRINCE'S CAMP

WE WILL OPEN OUR 1960 SEASON
IN APRIL . . . SEE YOU THEN IN
BEAUTIFUL SUNNY CACHAQUA.

Rex





THIS MASTERFUL CONTEMPORARY home with a view is an example of the ability of Paul Jones, Carmel Valley builder. Nearing completion in Rancho Del Monte, this building will make a fine home for some fortunate Valleyite.

(Photos by E. M. Graham)

COMMUNITY CHAPEL
CARMEL VALLEY

Minister — Don Johnson
42 VILLAGE DR.
OL 9-2431

Morning Worship 11 a.m. Sunday
Church School Worship 10 a.m. Sunday
Church School Classes 9:30 a.m. Sunday
Senior High Fellowship 7-8:30 p.m. Sunday
Junior High Fellowship 7:30-9 p.m. Friday Eve

ST. DUNSTAN'S
EPISCOPAL CHURCH
COMMUNITY CENTER — FORD ROAD
Carmel Valley

Sunday School — 9:30 a.m. Sunday
Morning Prayer and Holy Communion at 11 a.m. Sunday. (Except 3rd Sunday of each month when there is no Communion).

THE REV. PETER FARMER, Priest-in-charge
Phone FR 2-3242

The Dark room

The new Kodak Plus X Pan film is now out. This is a fine grain with High-Acutance emulsion. This is an exceptionally fine medium speed film adaptable to all kinds of photographic work. At this time it is only available in cartons of 25 at a cost of \$15 per carton; however for the photographer who does a lot of shooting this should be no problem. Even though this film comes with an ASA rating of 80 for daylight and 64 for tungsten; if you know your equipment, you can boost the ASA to two times its rated ASA with excellent results. Recommended processing times are the same as for Plus X Pan in the 35 MM size D-76 (dilute 1:1). Tray — seven min. — tank eight min. (fifth agitation every 30 sec.). Microdol — tray six min. — tank seven min. Do not use the diluted developer over again.

Hint No. 1: A hint to those Hypo men who love music while they work. Remove the bulb from your radio and use a bit of your wife's red nail polish on it. This will prevent fogging your film and paper and at the same time take you out of the dark as to how this is happening.

Hint No. 2: If you Hypo widows are having trouble getting to your husband to announce telephone calls, dinner, company, etc., try my method — buy a toy telephone set with batteries (approx. \$5.50) and hook it up to the dark room before your husband goes in for the night. You can then call him without shouting or pounding on the door, and of course he can call out.

Don't forget that we are going to start classes in the latter part of January for you to learn how to get the best use and the most enjoyment out of your cameras. See you in a couple of weeks.

STRICTLY PRIVATE

FOR SALE: Wood for fireplaces. Cut in 2 ft. lengths, any size load from a truckload to a truckload. Bill Lambert, OL 9-2610.

FOR RENT: Attractive furnished cottages by week or month. OL 9-2201, White Oak Inn, Carmel Valley.

ELECTROLUX AUTOMATIC CLEANER

The only cleaner that GUARANTEES a cleaner home automatically. Lightweight, easy-to-use, powerful suction seals dirt in disposable filter bag. For new floor beauty, Electrolux Exclusive. For demonstration in your home today, call FR 2-9055, M. F. Purcell.

FOR SALE: Oak and pine for your fireplace. Delivered and stacked. See Stanley Brockway at River Ranch or call OL 9-2069.

WANTED: Old time beads, 1920 or before — strung or loose, a whole bunch or just a few. Inexpensive, please. OL 9-4060.

WANTED: Good used freezer, preferably upright. OL 9-4001.

WORK WANTED: Naval P. G. School student available for any kind of part time work. During Christmas vacation, full time work. Wood chopping and tutoring a specialty. Age 26. OL 9-4261.

FOR SALE: Oak and pine for your fireplace. Delivered and stacked. See Stanley Brockway at River Ranch or call OL 9-2069.

MISC: Completely equipped professional housecleaning service! Cleaning rugs, upholstery and cleaning, waxing floors is our business. Any hours. Reasonable rates. OL 9-2171, Carmel Valley.

You get best results from Classified Ads in the Carmel Valley Sun.

MISC: If your pets need personal care during your absence, phone OL 9-2082.

MISC: Be one of Santa's helpers! Buy him a portable electric tool for Christmas. Open Tuesday and Thursday evenings until 9:30 p.m. and all day Saturday. Terms arranged. Peninsula Power Tool & Supply, 551 Del Monte, Monterey, Phone FR 5-4244.

MISC: Trees removed. Reasonable. For information, please call OL 9-4090.

FOR SALE: 1959 1-ton Vornado air conditioner, used only two months, perfect for purifying air as well as cooling. Priced at a loss for a quick sale. Also an easy-lift load equalizer trailer hitch, a steal at \$60. Call OL 9-4001.



This jolly snow man is helping us say: Merry Christmas and Happy New Year to all our patrons!

THE GRAPEVINE

Wines Liquors
Gift Packages
Carmel Valley

CV-SUN SERVICE DIRECTORY

CARMEL PET SHOP
PETS-PET SUPPLIES-GROOMING
MA. 4-4911
Dolores & Seventh, Carmel

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FOR GARBAGE AND TRASH HAULING

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washing well
LAUNDROMAT
MON THRU SAT 8-6 HANDIRONING
- OL 9-2914 -

WERMUTH CAL-VAN STORAGE
CARMEL MONTEREY
MA 4-4204 FR 2-6018

Les Hilton
OLIVE 9-2870
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MOWING

S.O.S. Secretarial . . . Bookkeeping
Manuscripts - Specs
In Newspaper Office
OL 9-2904 PAT SWAN OL 9-4001

CARMEL VALLEY SUN
HARRY INGRAHAM....PUBLISHER
OL. 9-4001

RENT-IT-ALL Business renting servicing
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for example
McCulloch chainsaws WHEELHORSE tractors
FR 2-8104

E. M. (ED) GRAHAM
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OL 9-4201 OL 9-2115
Portrait - Commercial - Architectural

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ICE CREAM
For Delivery
FR 5-2228
800 Lighthouse Ave.
Meadow Gold



MERLE SELLERS models one of the luxurious negligees and gowns from Berg's Women's Apparel. Berg's has stocked a complete line of lush Christmas gifts for daytime and evening wear. (Photos by E. M. Graham)

Tea & Crumpets

... Many friends motored up to the Burlingame Country Club for dinner but all of our Monterey Peninsula restaurants were crowded to capacity and so to bed to await Santa coming down the chimney ... Looking through the keyhole, you get a bird's eye view of the continuation of gaiety in Carmel, Monterey and the Valley ... Two large private parties to come this month ... The Aston Stanley invitation cleverly read ... "To Wish for a Merry Christmas ... Come to us on Christmas day from 11 a.m. on, in the Garden Room of La Playa ... cocktails and buffet!"

Four days later General and Mrs. Mike Dainley are hosting a party ... for 'tis the season to be jolly" Janet and Jack Cowan are well on the way to building the Carmel Valley School Chapel ... Nearly \$1,000 already pledged ... Plans are for a beautiful, yet simple, little church ... so if your stocking gets stuffed with a little extra change why don't you help build the fund too ...

Rumor of the week! ... Old Norman's restaurant property may be dispensing more than strawberry or chocolate! ... That smell might be oil, my boy ... Standard oil, that is ... Seems I wrote the whole column about Carmel Valley School, but news happens in bunches to them, what with their bonfire the other night ...

Fire Chief Valnizza is the superintendent of the new addition at the Cowans' and was "Johnny on the spot" to help prevent a near disaster ... Mary El Gayman busy writing professional type autobiographies of famous valleyites and also short stories ... ahem ... good luck Mary El ... Los Laureles Lodge planning big shindig for New Year's Eve ...

Herb and Ollie send their best wishes from Hawaii ... Go see Santa Saturday and give him your best rumors ... to take back to the elves ... Merry Everything. Even with so much to do up to the day after the many New Year's Eve balls, plans, lights as well as sorious are already in the making, in Carmel Valley, Carmel, Pebble Beach and Monterey. We wish we had time and space to recount them all. Of course you know that once again schools open and memories of fun during the holiday season will linger on. I wish we had a photograph of the beautiful party



AL PARKER says Greetings of the Season to everyone, from the entire Parker family. Al Parker, one of the most famous illustrators in our country, gives most freely of his time to civic affairs. The Sun is very honored to print this, and all the Christmas cards of our Valley artists.

at the Carmel Valley School on Sunday. Those yummy gingerbread men with names of children, faculty and friends and the wonderful floral decorations ... all of it should be of record ...

Congratulations to Major and Mrs. Jack Cowan for making that day, one surely never to be forgotten ... Robert Louis Stevenson school had a great bazaar with mothers of students working like beavers



Spend a Merry Christmas or an early holiday with us in our delightful winter sunshine. No need to consider Arizona, enjoy the sun here golfing, deep sea fishing and other activities within easy reach.

We'd Love to Send You a Brochure

Happy Holidays

ADOBE OAKS MOTEL

OL 9-2684

CARMEL VALLEY

MAKE THIS A ...

CHRISTMAS

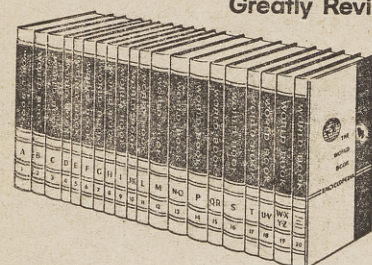
To Remember ...



Special pre-publication sale
THE BRILLIANT 1960

WORLD BOOK
ENCYCLOPEDIA

Greatly Revised-Enlarged to 20 Volumes



New
Aristocrat Binding
\$169*

24K gold stampings
24K top edge gilding
(Other bindings priced lower)
\$10 down ... \$6 a month

*\$179 effective January 1, 1960

Give your children the benefits of the finest and the most useable encyclopedia ever published. You get an extra advantage if you order during this special pre-publication sale. Actually save the full amount of the down payment. World Book is a leader in America's homes, schools, and libraries. Now it is expanded, modern, filled with fresh information.

HARRY CONLEY

P.O. Box 883, Carmel, Calif.

Without obligation, please let me have full information on the 1960 World Book.

Name _____

Street _____

City _____ State _____

In CARMEL VALLEY

Phone OL 9-2331 - - After 5 p.m.



Greetings

FARM CENTER
Country Store

Pat & Pauline Herman



**TO OUR
FRIENDS**

**A MERRY
YULETIDE**

**WILDER
AND
JONES**

Mechanical Contractors
1859 Freemont - Seaside



**OUR GOOD
WISHES ...**

**KELLY'S
CAFE**

We will be closed
Christmas and New Year's

ED and RUBY KELLY

OL 9-9995

Joe Hitchcock writes....

This is the time of the year when we begin looking for addresses of friends of long standing and perhaps we do never write to, but during the Holiday season everyone is never forgotten. The only recollection of the first Christmas in the Valley as told me by my mother may years ago dates back to 1875 or '76 and

was held at the home of Joseph Gregg on the highway just south of the Carmel River. There had



been a wedding of Mr. Edward Grimes and Miss Ellen Post the day before Christmas. A dance and Christmas party was held in their honor so naturally all the neighbors from far and near were invited. There was a large room upstairs where the Christmas tree was placed and where all the presents were on display. The dance was held in the parlor downstairs until midnight, when everyone went upstairs to see Santa Claus and received their presents.

My mother had never heard of Santa Claus, was frightened on entering the room, and she asked one of the young ladies who that Old Man was. She was told it was Santa Claus, which did not register in her young mind. Bill Post was Santa and

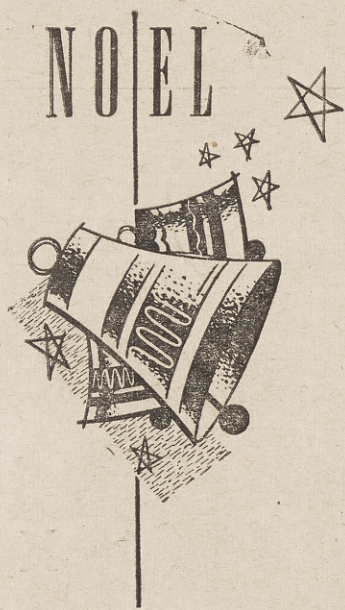
it was his oldest daughter that had been married that day to Ed Grimes, who was a nephew of James Meadows, my great-grandfather. I think that it is safe to say that Bill Post was the first Santa Claus in the Valley

My personal recollection of Christmas was not of Christmas trees with all their decorations, but just our stockings hung on the fireplace which we eagerly arose early to see in order to find out what Santa had brought us. We did not have elaborate dinners, but if turkey was not to be had we had goose, duck or chicken and many goodies including bag pudding, called Duff in those days. The trees were lighted by small candles in little metal receptacles; also there were many strings of popcorn and cranberries. Among the native families a feast of tamales was had, along with the other goodies.

It was not until 1914 that electric lights were first introduced in Carmel, as previous to that time we had no electricity in Carmel. On Thanksgiving of 1914 a dinner was served by George Shields at Pine Inn and I hung the first electric light strings and helped decorate the walls with Greens.

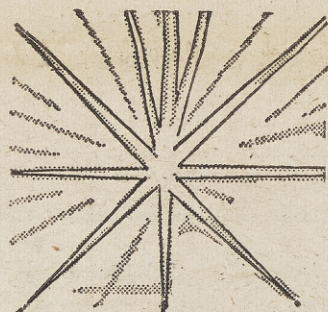
Like everything else, our Christmas has grown and has been modernized but there are a few of us who can look back over the years and enjoy the Holiday season as we knew it then.

In conclusion, I want to thank all my friends for the privilege of being among you and I will say Merry Christmas to you all for many, many years to come.



from
JOHN DEER

Representing
Brown & Bigelow
Remembrance Advertising



IN YOU

Behold the secret now unfurled, in you alone exists the world:
No single tint of color lies beyond the magic of your eyes.
There is no music man may hear outside the marvel of his ear;
No sound disturbs the ambient air unless an ear is listening there.
The happiness you seek must lie within your heart as you pass by.
And none may give and none withhold, and joy is neither young nor old.
There is no love for you to find beyond the circle of your mind:
He only plays the lover's role who first finds love within his soul.
Think not of self as mean and small—in you is comprehended All:
All of the world is compassed by the light within the inner eye.
In you God sees, in you God hears, in you the marvel of the spheres;
You are His purpose, you His dream; be not deceived by things that seem.
Through you God breathes the living breath that knoweth not decay nor death.
Who seeks a better world to find must know it lies within his mind.
Then go not thou in search of peace but in yourself give it release.
Think not to save the world, but be the kind of heaven men may see.
And seeing heaven in your eyes, man shall reflect your Paradise.
He who reveals the God within alone can save the world from sin.
Turn from the fevered search for self and find the wealth within yourself.
If you would point a better way to tortured souls and sheep that stray
Then go the way you point — and know, men follow only where you go.
Not what you say but what you are becomes to man his guiding star.
Look at yourself if you would find the secret of the Cosmic Mind;
Look to yourself, believe that you can bring God's purpose into view.
Hid in this precious alabaster is found the secret of the Master.
The world has waited long to see the God that man alone can be.

FENWICK L. HOLMES

Seasons Greetings

PORTER - MARQUARD REALTY
Carmel Valley
OL 9-2268



STATEWIDE WINNER in California 4-H Club leadership competition for girls, Jennie Wolter of Carmel Valley, receives Certificate of Recognition from Bank of America President S. Clark Beise in San Francisco shortly before leaving on bank-sponsored trip to National 4-H Congress in Chicago, held Nov. 29 through Dec. 3. In the annual competition, Miss Wolter was selected from 464 contestants from 47 counties on the basis of her outstanding 4-H Club activities record. A member of the Carmelo 4-H Club of Monterey County, she is attending San Francisco State College.

SWEATERS! SKI PARKAS! S-T-R-E-T-C-H PANTS!

Pre-Xmas Sale—until Dec. 23rd. Excellent reductions thru entire stock. Hand-knit Sweaters from Denmark and Norway, Bulky Shetlands from Italy and Scotland, Lovely Mohair from France and Italy. Cowichan Indian Sweaters from British Columbia.

MACKIE'S

8th and San Carlos
(Hill's Corners)

CARMEL

GRAND OPENING VAGABOND HOUSE

4 Village Drive

Carmel Valley

-- RESALE SHOP --

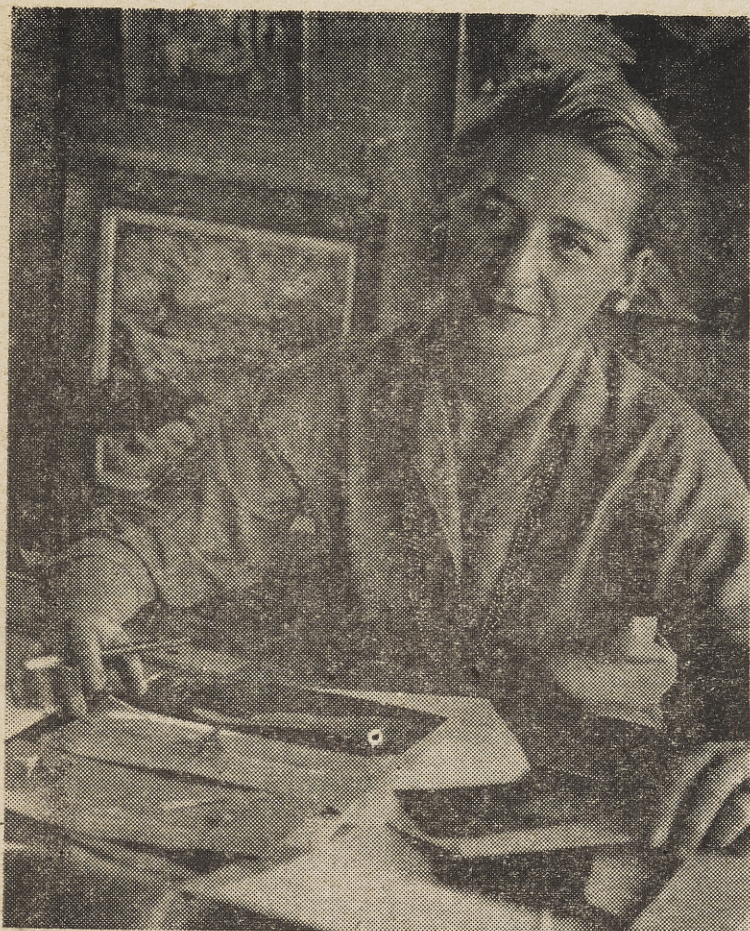
GIFTS FROM ONE DOLLAR!

Including
CHINA FURNITURE OIL PAINTINGS
IMPORTED FLOWERS
Beautiful, Artificial Gifts

SUNDAY, DEC, 20

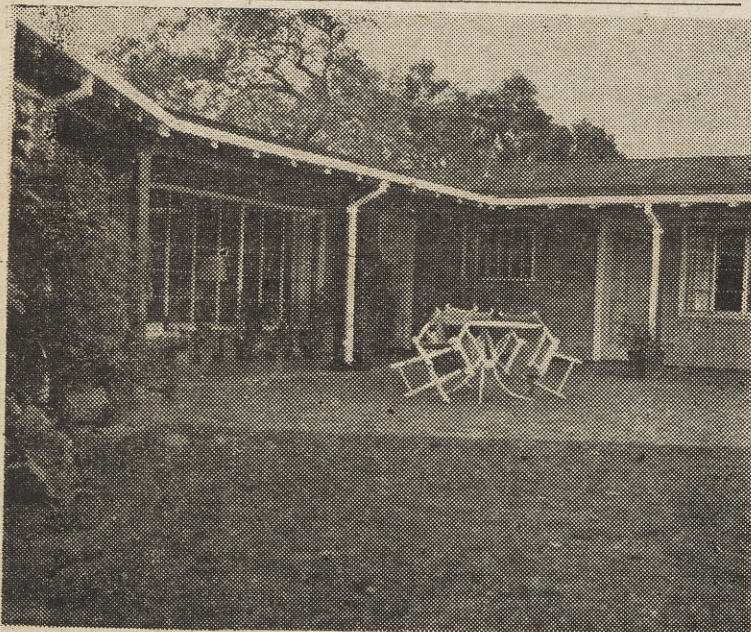
Free Coffee and Danish Pastry

OPEN 10 A.M. SUNDAY



MARLINDE VON RUHS, shown above making Christmas cards for one of her favorite clients. This tiny girl works well in every medium. Her daring color and boldness of form make her paintings some of the most sought after of our Valley artists. Dividing her time between portrait commissions around the country, and keeping her Valley Center Studio humming, Marlinde studied in Vienna. Painted her way across Europe just ahead of the war. A visit to her studio will only serve to show you that this gal has an unlimited supply of life, talent and creativity.

(Photos by E. M. Graham)



THIS IS THE Medcraft home built by C. J. Raymond and sons, Monterey Peninsula builders for over 30 years.

(Photos by E. M. Graham)

Tea & Crumpets

Jennie Wolter told the whole world about California and sunny Carmel Valley from frigid 29 degree below zero Chicago last week . . . All business stopped at Brother Luis' market while the show was on the air . . . Some communities pay a fortune for what Jennie's 4-H achievements have acquired for Carmel Valley . . . We all owe her a great big thank you at least . . . Mrs. Julia Ramirez of Berwick Manor

. . . hope you're on your way to repairing the damage to your home . . . Chief O. T. Valnizza says, "have Christmas trees, but please be careful of outlets and wiring" . . . Will, of Will's Fargo, planning a big blow-out for New Year's Eve! Aren't we all? . . . See you there . . .

. . . Tuesday, Dec. 29, 5:30 p.m. at the Officers' Club, Presidio of Monterey." There will be several small parties too, about which you will hear in the near future . . . Mrs. Luker of the Family Service Bureau attended the meeting of Brownie Troop 15 to receive a gift for a needy child from the troop. This gift was the community project for the troop.

Marlinde just received a Book . . . and thereby hangs a series of devine parties all in La Jolla, all for Marlinde and Dirk C. Kok . . .

Dirk wrote a wonderful children's book called "Fun in the Sun" and Marlinde of course did the illustrations. La Jolla will be the scene of a "one-man" show for Marlinde this week . . . Everything wonderful comes in bushel baskets . . . An adult class in photography will be given by Ed Graham at Tularcitos School starting the Spring school semester in February and continuing for 10 weeks . . . Due to limited space, those wishing to participate in this school should register prior to Jan. 15 by phone to OL 9-4201 or OL 9-4001, or by dropping in at the Camera Exchange in Carmel Valley . . . Registrations will be \$1.00 for the course . . .

Give The Lasting
Gift of Music . . .



Merry Christmas
and a Happy New Year



John Gardiner's
TENNIS RANCH
CARMEL VALLEY

PRICE
TAGGED for a Merry Christmas

57 Ford V8 Ranchero . . . \$1599

Radio, Heater, Power Steering.
Automatic Transmission

54 Ford V8 1/2 Ton Pickup . . \$699

Automatic Transmission.
Excellent Condition.

55 Plymouth '6' Sta. Wagon \$999

Radio and Heater,
Automatic Transmission.

59 Dodge V-8 1 Ton . . . \$1999

Cab and Chasis. Practically New
only 1100 miles

57 Chevrolet V8 Sta. Wagon \$1699

4-Door

VOSS MOTOR CO.
-- SALINAS --

132 Monterey

HA 4-2274

Exciting Gifts
for the Children's
Hour!

Toys
Books
Clothes
Shoes
Games
Sweaters
Dolls
Western
Wear
Play
Clothes
Hobbies
Science
Toys
Paper
Dolls

THE
**General
Store**
CARMEL VALLEY

Airway Village
OL 9-2823

Talbott Ties Contributes To Valley Economy



MR. ROBERT TALBOTT pictured above in Carmel shop of Talbott Ties. Focal spot of decor is this exquisite chandelier from J. and L. Lobmeyer of Vienna. It took a trip to Europe, seven months, and a voyage through the canal, before it was finally installed. This will show you to what length Talbott will go for perfection.

(Photos by E. M. Graham)

The Equestrian

Do you remember the magic of Christmas long ago, and the most wondrous gift of all? I do. It was a saddle; brand new, with that odd "yellow" smell only new leather has, and sized to fit my 10-year-old legs on a beloved Welsh pony called Lucy.

Nothing in the whole world was ever more wonderful than my new saddle. I slept with one hand lovingly on it so it would not disappear . . . I soaped and waxed it until it shone, and proudly rode it abroad. Ever since, the smell of leather has brought me pleasure, and ever since I have remembered the dear Uncle Dick, who gave it to me, in my thank-you prayers. It was my Christmas that was "best of all."

Horses, to those of us who love them, develop in us an intensity of pleasure in anything connected with them . . . a special joy in watching a horse run and plait . . . a particular delight in a picture of beautiful horses . . . satisfaction in seeing the younger generation actively learning the pursuit of our sport; and no gifts are so welcome as those we can use and share with our animals.

Saddle blankets, coolers, bits, bridles, reins, new girths or latigo straps, perhaps a training whip of whalebone, silver ornaments, all are wonderful to find in your Christmas stockings, and the lucky people who have had Santa present them with a new horse and saddle can probably remember it as vividly as I remember my own especial and most wonderful Christmas.

May Old Saint Nick give to every one of you an unforgettable day.

Allene



ROBERT AND AUDREY TALBOTT shown in the early days of Talbott ties. This is the original shop in Carmel, just after they overgrew their home industry. You can still see the same scene today in the Valley shop, both Talbotts giving the same special care to everything; that bears their label.



WARMEST
YULETIDE
WISHES!

DR. E. P.
MARCUCCI

Carmel Valley

All of the finest brands!

Hickey-Freeman Talbott
Louis Roth Rough Rider
Arrow Lancer
Rolf Hart Schaffner & Marx

everything for a man's

CHRISTMAS

This is to say

GREETINGS!

If by chance this doesn't fit or the color makes you look Green like a little frog

Please bring it back to

DICK BRUHN'S

Salinas

A Man's Store

This Card



With Every Gift
from



Dick Bruhn

"A MAN'S STORE"

Across from

El Rey Theatre

HA 4-1888

SALINAS

WILLS

FARGO

Dining

Libations



ONE OF THE MANY fine pieces of art work done by Eleanor Weiborn, who has the Monterey Pottery Shop in the Valley. Eleanor is famous for her ceramic work, but this Christmas card is just a sample of the talent stored away in the wonderful person. Thank you, Eleanor.

Tales of Tularcitos

Mrs. Sandberg's class has a novel idea in their window. The children brought in dolls dressed like Mary and the Shepherds and they made a creche or manger scene in their window.

Luckless Johnny Gomis had a boulder dropped on his big toe — thoroughly smashing it. We just want you to know Johnny, that you have our sympathy.

The eighth grade basketball team is really shaping up. Mr. Mackey, who is P.E. coach, believes in calisthenics. He is getting the squad in shape. It



STEVE JOHNSON and Maria Gomis, star reporters for Tularcitos Grade School.

looks like a good season this year, but it would be better if we could get transportation into Sunset School gym.

If you hear singing in the Village around 12:30 on Friday the 18th, it will probably be the first, third and fourth grades caroling to the Village.

A charming lady in our school life is Mrs. Greenfield, our school librarian. Late books seem

MORE — Sun, Fun, Romance

(Continued from Page 5)

ally, wild boar still roam the hills, and are a great prize for hunters.

Still a point of interest in Carmel Valley is the old Descanso Oak, a burial monument for the Indians and a resting place for them on their way to the Carmel Mission. It is said that some Indians took silver to the Mission and there is fascinating folk lore about a lost silver mine in this area. Wouldn't it be wonderful if we were to discover it?

The colorful Spanish dons carved out vast land grants in Carmel Valley. The first hacienda here was built by Jose Manuel Boronda around 1836. Don Manuel was a busy man. Not only did he have 15 children, but he became San Francisco's first school master.

Standing near the Boronda adobe is the remains of an old cheese dairy, the original home of Monterey Jack cheese.

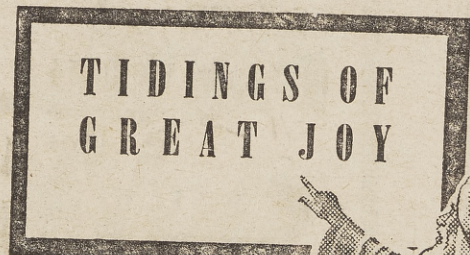
Another colorful figure of early days was the dashing bandit Vasquez, who hid in the hills and made things lively for the natives.

In the lower Carmel Valley is a weathered old building, famous because Robert Louis Stevenson slept here.

Because of its beauty and peace, the Valley has always drawn many creative people. There are now three art galleries, many crafts,

to be no problem. The lower grades seem very anxious to pay the fines, even when their books aren't overdue. Even though the fine is only one cent per day, the total of fines collected since school began is \$5. We are very happy to have another room this year in which we may do our research. We have five sets of encyclopedias which we can use for research besides an unusually fine collection of reference books. I know that the upper grades find this period invaluable for doing term papers and other research. The Dewey Decimal System is another advantage of this library, including a very complete card catalogue. In the picture book section, Doctor Suess ranks high. In the upper grades, fiction is the most popular. Soon our library will be getting more science books, although the popular demand lies in fiction. Mrs. Greenfield enjoys her work because she doesn't have any discipline problems. She enjoys it because primarily the days aren't as boring as we might think.

Maria Gomis and Steve Johnson, reporters



May true happiness
be yours at
Christmastime.

C. WINTER
VAN HORN, M.D.

Carmel Valley



MRS. MORDEN BUCK (Liz), of the Monterey Peninsula Symphony Guild, models a jet-trimmed cashmere and silk cocktail garment from the Pink Tree, Valley Center. Everything in the Pink Tree is "one-of-a-kind" designed and made for you personally by Harriette Ingraham, fashion designer from Scorsdale, Tucson and Chicago.

and a unique puppet theatre. Many well-known writers and artists have chosen this area for their home. They mingle among their neighbors offering inspiration and friendship.

You meet so many interesting people here at the friendly much-fun resorts. There are so many things to do! Everything from Spanish barbecues, moonlight horseback rides, folk dancing, swimming, and golfing on near-by world famous greens.

Life in Carmel Valley is so happy and relaxed. What a place

to live! Wish you could be here with us, but we are thinking about you as we enjoy this land of sun, fun, and romance. Do plan to come here soon.

Your friends in the Valley

(The above letter is reprinted with the permission of Peggy Porter Hartman of the Porter-Marquard Realty Co. These notes are sent all over the world by people who have visited the Valley and loved it. Many have returned to make Carmel Valley their permanent home. Won't you join us?)

MINK...
The Gift
Supreme

furs win a
woman's
heart.

Make your
selection for
her during
our

PRE-
XMAS
SALE!

OPEN
UNTIL 9 P.M.

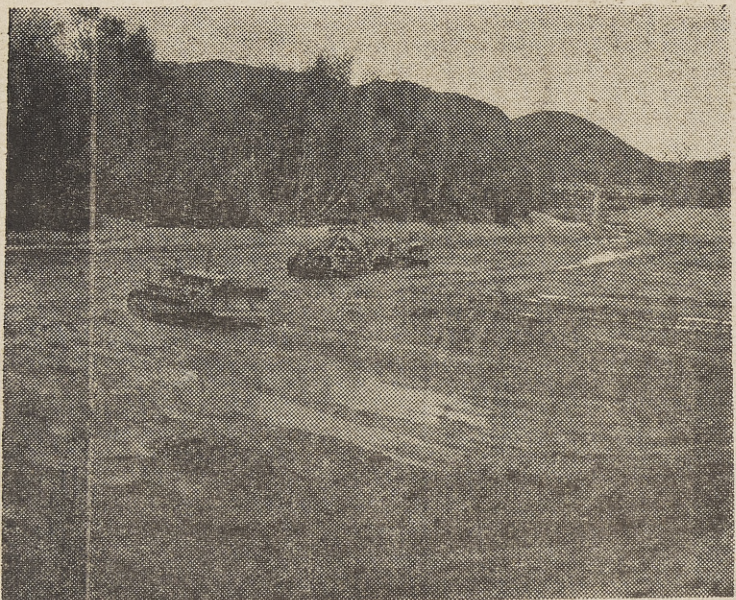
Royal Furs
SALINAS

40 West Alisal St.

Ph. HA 4-6168

Your account
invited
No interest
or carrying
charges

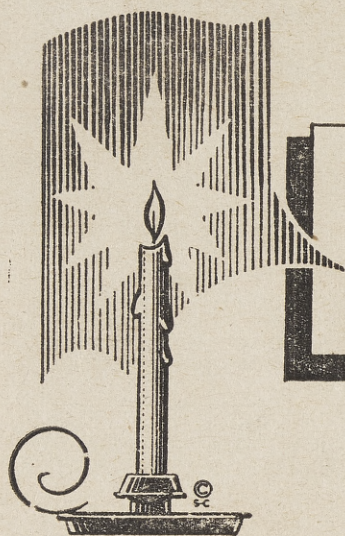
Believe It or Not



RIVER PROGRESS in a big way!! Work — full speed ahead! — The picture above shows how well the Carmel River bed is being cleared through the efforts of Ed Haber on his lower Valley property.



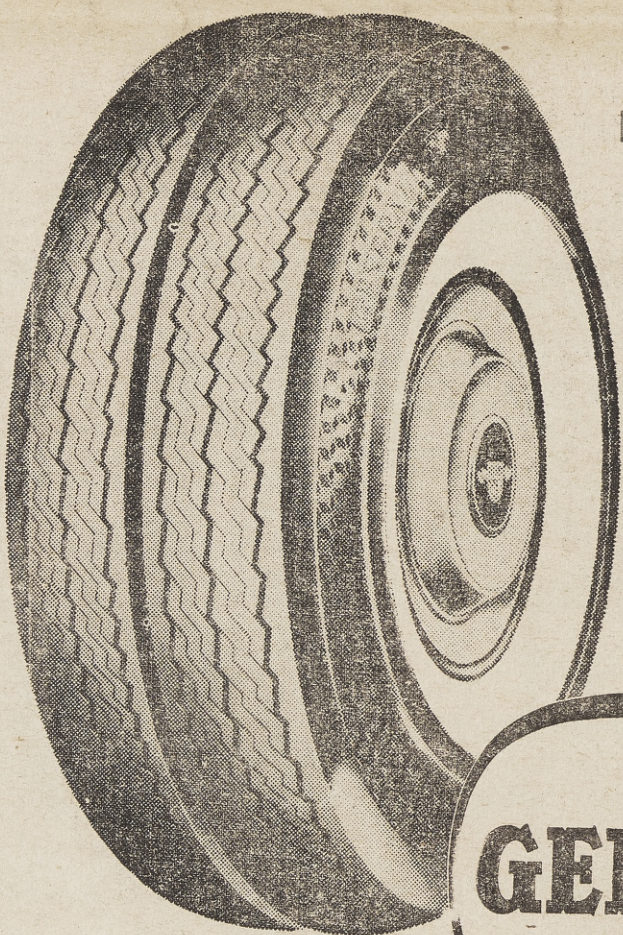
CLYDE HITCHCOCK of the Adobe Oaks motel points to his 12 foot high tomato plant, which is still bearing tomatoes at Christmas time.



SEASON'S GREETINGS

from
REUBEN HAMPTON
and the staff at
REUBEN'S

THE CHRISTMAS SERVICES at St. Dunstan's at the Community Center will begin on Christmas Eve at 5:00 p.m. for the Church School. At 9:30 a.m. Christmas Day, there will be Morning Prayer, followed at 10:00 with Holy Communion.



**BUILT TO REDUCE
ACCIDENTS AND
SAVE LIVES**

We pay for Road
Service if you
have a Puncture

**THE
GENERAL
TIRE**

**Don Hultz
GENERAL TIRE**

303 Pajaro Street -- HA 4-8003
Salinas, California



MERRY, MERRY, EVERYBODY! Bob and Ruth Barnes, shown above in their counterparts, "treed" for the holidays! The Barnes, who live in the Valley, take this way of extending seasons wishes to all of their neighbors. Bob, as you know, creates "The Better Half" and Ruth is it!



M. J. MURPHY INC.
BUILDING MATERIALS Carmel Valley, Calif.

Tea & Crumpets

Dizzy ... absolutely dizzy! Christmas comes but once, etc ... and how many times could we stand it? ... Mrs. R. E. Cayce and daughter Marta back from a quick trip to Grinnell, Iowa to visit Mrs. Charles Schadlow, and grandmother ... Mrs. Schadlow underwent surgery at Cedar Rapids, Iowa and doing well now ... Mrs. Cayce says Iowa is definitely not like Carmel Valley in December ... little while back Los Laureles Lodge was the scene of welcoming some new commanders to our Navy valleyites party arranged by L. Poschol ... Jack Cowan of Rippling River Ranch and the Carmel Valley day school lost his prize horse, Heather, in a freak accident ... This famous jumper reared up and fell over backwards breaking his neck ...

Why don't you ask Sam Corona about his historic family background, don't let him say, no I saw the clippings ... Hats off dept: Don't complain about the mail being late! Sam and Judy have enough to do ... Santa seems to be extra, extra busy in C. V. this year and our post office is doing a whopping big business ... Trash burning gets beautified! We don't know just how it all happened, but the Valley Center incinerator has a fence and trees ... Understand Paul Jones is trying to subdivide the project ... hmmm ...

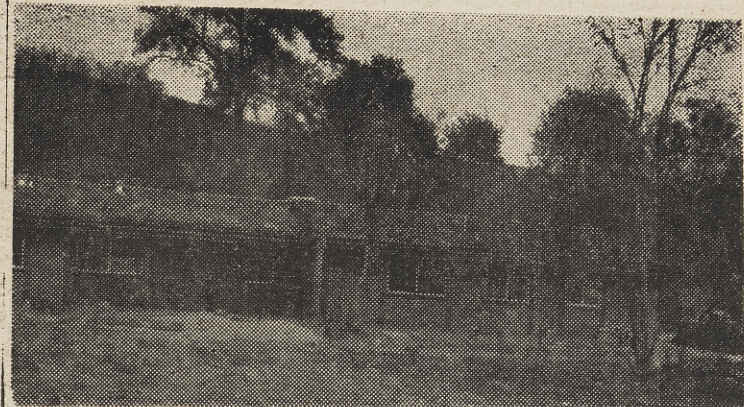


THE DELICATE HAND of Marlinde created this happy Christmas card to wish you the fun of life at this Holiday Season. No matter how you say it, Christmas is really the very best time of all!

CARMEL VALLEY REALTY CO.

Ideal location for research laboratory or light manufacturing; 1.094 acres. Improvement consist of laboratory buildings and furnished dwelling, all in first class condition. Located approx. 1 mile east of Carmel Valley Village. This property is zoned L-M-D-P. Price \$37,500, reasonable terms.

Phone Olive 9-2558



CHARLES STRATHMEYER will have this rustic adobe completed next month. Building is really on the upswing in Carmel Valley. Maybe this will be your new home.



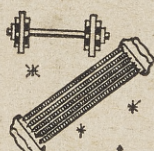
FRANK MILLER, D.V.M.

GREAT GIFTS FOR GOOD SPORTS

Make this your headquarters for the finest gifts for everyone on your list Big selection! Low prices. Come in!



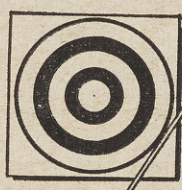
Basketballs, footballs, tetherballs, goals and uniforms from \$5.95



Steelhead tackle, hooks, fresh cured Roe, spinners, rods, reels



Exercise equipment, skindiving equipment, boxing gloves, baseballs and mits



Regulation archery equipment. Jr. & Sr. size. 15lbs. to 75 lbs.



CO₂ guns — BB's 22 Rifles

CARMEL SPORT & TOY SHOP

SAN CARLOS & 5th

CARMEL, CALIF.



from

H. O. SANDS

REAL ESTATE

Carmel Valley, Calif.

OL 9-2495

NOW OPEN

Proprietors

Rich Noone - Don Jones

DELLA UNION

(Formerly The Coffee Shop)

OLD FASHIONED COOKING

BREAKFAST

LUNCH

DINNER



Peggy Peters
Personal Shopper
FR 2-7131

Fill the whole list at the
Monterey Peninsula's
complete department store!

- 46 complete departments
- Charge Accounts
- S&H Green Stamps on cash purchases

Open 9:30 to 9 p.m. --- except for
Saturday and Christmas Eve (9:30 to 5:30)



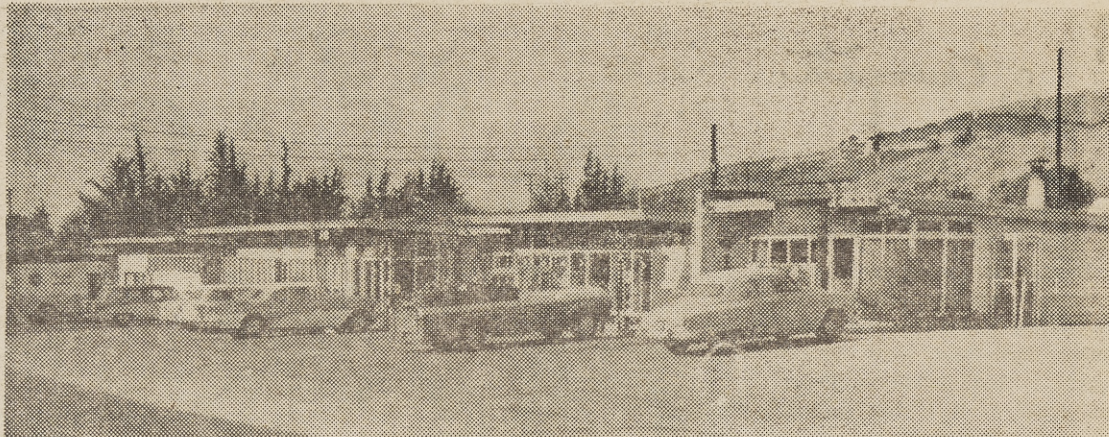
Christmas Cheer

All of us — staff and management — extend to you
our wishes that every joy and blessing will be yours
in the cheery holiday season — and, that its many
pleasures will thrill your household.

TABOTT

Ties

Carmel Valley



ONE OF the two shopping centers in Carmel
Valley Village, housing Corona's Market, C. V.
Cleaners, Airway Market, The General Store, TV
Center, Winkler's Lapidary, the Grapvine, the

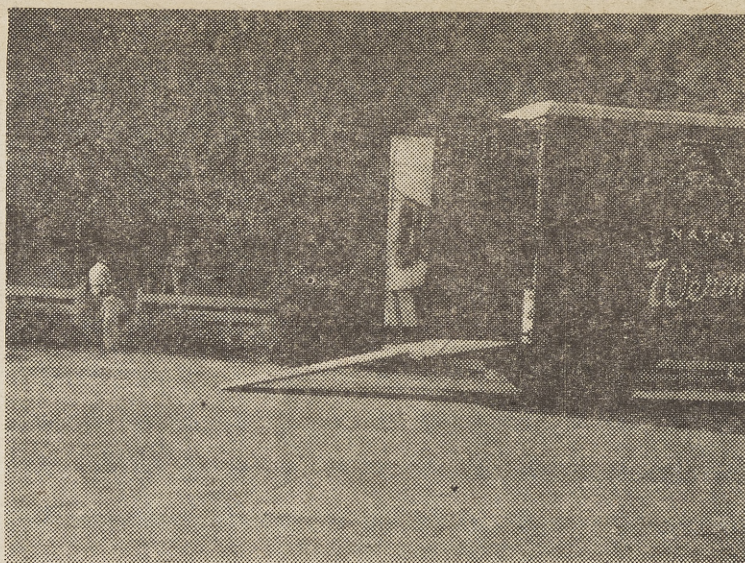
Stirrup Cup cocktail lounge and other small
shops.

(Photo by E. M. Graham)



THE GARDEN CLUB held their annual installation dinner Dec.
4 at Los Laureles Lodge. The new officers pictured above (left
to right) are Mrs. Corona, Treasurer; Bill Penpraze, Secretary;
Mrs. Woolfenden, Vice President; Bill Whiteman, President. Next
meeting will be on Jan. 8 at the home of Mr. and Mrs. I. T.
Johnson, with program by Mrs. Hitchcock and Mr. Durham.

(Photo by E. M. Graham)



FIRST STEPS forward in their new home. Ruth Ford and the
children are shown above entering the gate of Children's House
for the first time. The Silver Tea last Sunday was a wonderful
success and culminated the efforts of many groups and people
who have Worked! to make this possible.

(Photos by E. M. Graham)

Merry Christmas

To All Our Old Friends
and New Customers

ELEANORE and BOB WELBORN

MONTEREY POTTERY

WHOLESALE

a few
seconds
for sale



RETAIL

A small
retail
Department

CARMEL VALLEY
SHOPPING CENTER

Phones

Home: MA 4-7580

Bus: OLIVE 9-2967

Bldg. Permits For November And December

PERMITS ISSUED DURING NOVEMBER

New residence — James Lyons,
Canada Way, Rancho Canada.

Louis Alberty — Carmel Valley
Rd. w/o Schulte dwelling and
storage-equipment building.

PERMITS ISSUED IN DECEMBER

Storeroom addition—Our Lady
of Mt. Carmel Parish.

New residence — Paul Jones.
End of Country Club Dr. (Rancho
Del Monte Sub. 11).

Two residences—Grove Bishop
— Descanso Oak Estates.

New residence — O. T. Valnizza
— Panetta Rd.

BEAUTY SPOT
TILLIE'S
Olive 9-2773



Merry Christmas

The Sun Says to All Merry Xmas

May the Season
of Christmas
bring to you and yours
the very best
of everything,
and may the
Joy of God
be with each
and every one of you,
and in your home
throughout the
new year.

Harry and Harriett
Ingraham



THE LAST REMNANTS of Spain haunt the Valley in the old Boronda Adobe. One of the first homes in Carmel Valley, it has been repaired

and lives on as a testimony to days gone by. Jesuit Priests once made Monterey Jack cheese here.



KIWANIS OFFICERS FOR 1960. From right to left — Tom Burton, Lou Allaire, Owen Dibbern, Joe Ricupero. Newly elected president Lou Allaire plans the biggest year ever for the Carmel Valley Kiwanis Club. This active group of leading business and professional men are always busy with community projects and are a good example of the wonderful work done by Kiwanis everywhere.

(Photo by E. M. Graham)



Serving you with the finest dairy products throughout the year!



Game Warden Reports On Pigs and Pidgeons

The California Fish and Game Commission at its Dec. 3 meeting gave final approval to a general statewide trout limit of 10. The 10-pound weight limit and the provision allowing at least three fish irrespective of weight will be retained.

The Commission authorized the Department to release a new exotic game bird, the Turkish Chukar, in portions of several counties, including Monterey County.

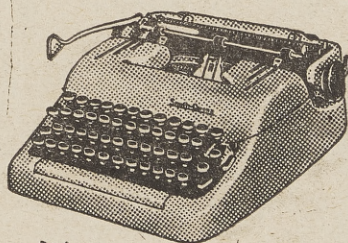
In other action, the Commission dropped as unworkable the requirement that sport-fishermen paint stripes on the sides of salmon caught when the commercial salmon season is closed.

All new regulations are effective March 1, 1960. There will be a uniform opening date of April 30.

Game Warden Lester Golden

PALACE Stationery Co.
FR 5-2686
403 Alvarado Monterey

FOR *Christmas*



THE WORLD'S *FASTEST* PORTABLE
Smith-Corona

SILENT - SUPER
Regular \$139.50

XMAS SPECIAL
\$111.60

reports that pigeon shooting is poor in all the popular shooting spots so far. Because of abundance of food for the birds in acorns and madrone berries, there has been no main migra-

tory flight so far.

Les also says wild pigs are far from plentiful, but are in good condition at the present time — getting fat on the huge crop of acorns.



Our entire staff wishes you all the blessings of this holy season and joy and happiness in the years to come...

We have been established in the building business for 35 years on the Monterey Peninsula.

C. J. RAYMOND & SONS
CONTRACTORS & BUILDERS
CARMEL VALLEY



We're pulling in on the Holiday Main Line with a load of old fashioned greetings to say "Thanks, Friends!" for your past patronage, and to hope you'll have **A GAY AND HAPPY CHRISTMAS!**

CAMERA EXCHANGE
CARMEL VALLEY CENTER

Ed Graham

Manager

Industry or Art? Talbot Ties of Carmel Valley

The firm of Talbot ties Inc. of Carmel Valley is a very bustling neckwear and accessory art gallery!

Robert and Audrey Talbot have been turning out these wonderfully tasteful works of art for over seven years. First in their home, then in the studio in Carmel that grew and grew and grew. Home is now the "Valley," where Talbot ties occupies the top floor of a building in Valley Center. The Talbotts keep one eye on perfection and the other on their fabulous colors and designs — many made exclusively for them in Europe.

Each tie, belt, cummerbund and even the lady versatiles, are watched constantly to maintain the ever present perfection of the Talbot accessory. Quality means Talbot, style means Talbot, and of course ties for Christmas or anytime, means Talbot.

Nine-hundred stores, in 49 states, with millions of joyful Talbot enthusiasts, all have them "hung by the neck," and love it!

WARNING TO CAT OWNERS

An outbreak of Pneumonitis, a highly contagious virus disease of cats, threatens to assume epidemic proportions here in Carmel Valley.

Dr. Miller advises all feline owners to have their animals vaccinated as soon as possible. He notes this disease is entirely distinct from Feline Enteritis, but the mortality rate may still be quite high.

Fire Dept. Calls and First Aid

Chief O. T. Valnizza wishes to extend the thanks of the C. V. Volunteer Fire Dept. to all Valleyites for their help throughout the year in keeping our Valley beautiful. Merry Christmas and may it be a safe one for you and yours.

FIRST AID CALLS

Jean Wright, 2025 Mendocino, Seaside, hurt at the Trail & Saddle Club — taken to Carmel Hospital.

Lester Richerts, Paso Hondo, broken right ankle — treated by Dr. C. W. Van Horn.

FIRE CALLS

Trash and building scraps at Carmel Valley Country Day School — no serious damage, but it scared everybody!

ATTENTION: BE CAREFUL during the Holiday Season. Trees should be properly wired and safety measures should be taken to insure that your tree is a Fir Tree, not a Fire Tree!

SIR JULIAN HUXLEY LECTURES AT M.P.C.

On Friday evening, Dec. 18, at 8 p.m. at the MPC Armory, Sir Julian Huxley, famed British biologist, ecologist and philosopher. Sir Huxley will discuss "Man's Evolution, Past, Present and To come."

Sir Huxley's lecture is open to the public without charge.



In the Spirit of Christmas

WE WISH
YOU AND YOURS
**A Very Happy
HOLIDAY!**

Carmel Valley Builders
PAUL JONES

Carmel Valley Plumbing
TRUEMAN SCARLETT

Charles Strathmeyer
— BUILDER —

Sapphire Pools
JOHN GOMIS, General Contractor